

# 6 Artificial intelligence (AI) and machine learning considerations for effective trial management

## 1 Accelerate customer speed to market

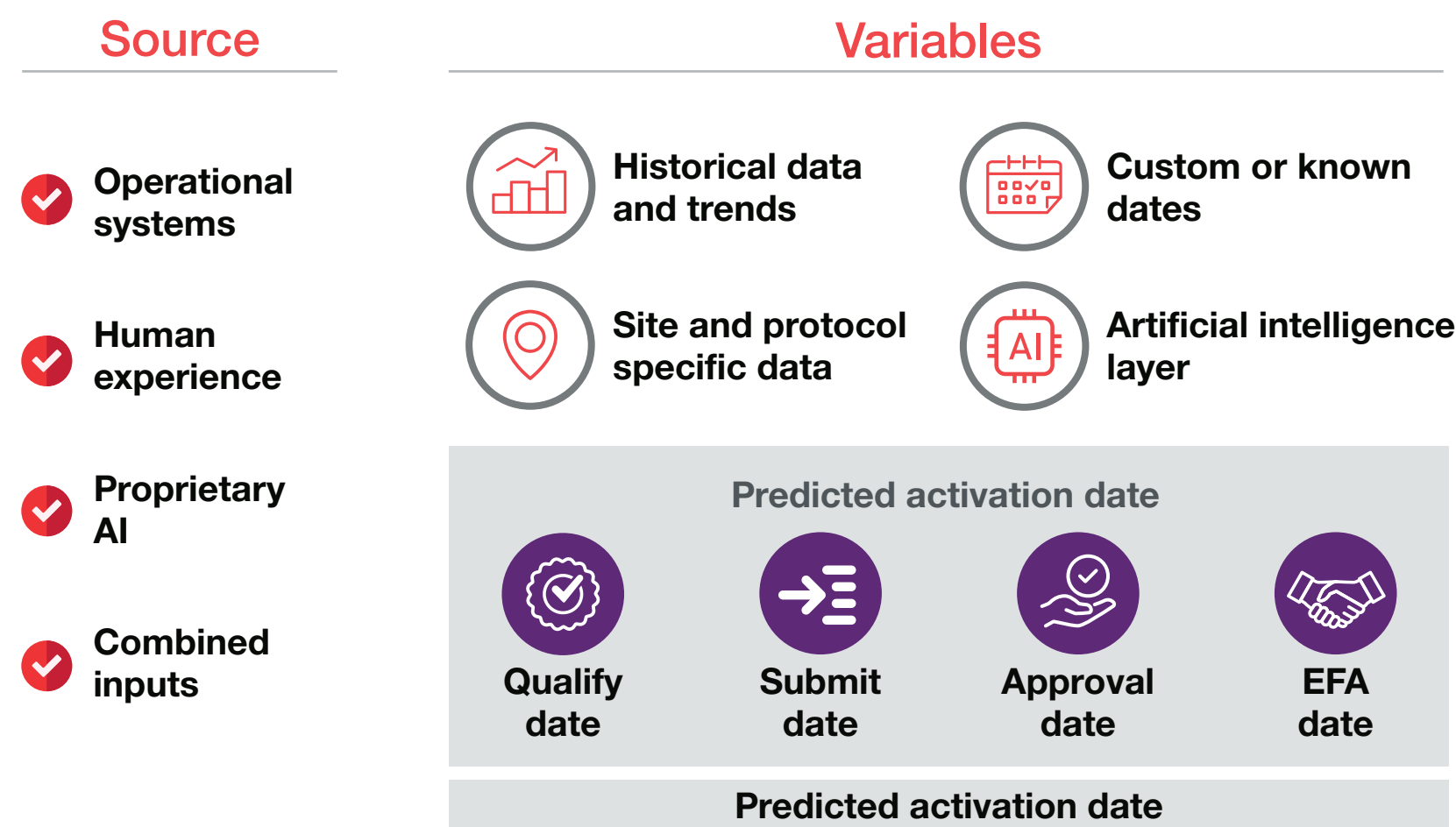
AI solutions deliver real-time data and insights through a modern, integrated experience, enabling drug developers to make decisions faster and reduce study timelines by 50% and bring therapies to market faster.

### Four-pronged data/AI strategy enabling study acceleration



## 2 Predict activation timelines

A data-driven, automated process for predicting activation dates standardizes practices, using AI for unbiased, accurate assessments based on proven factors. This approach enhances transparency, accuracy and trust.



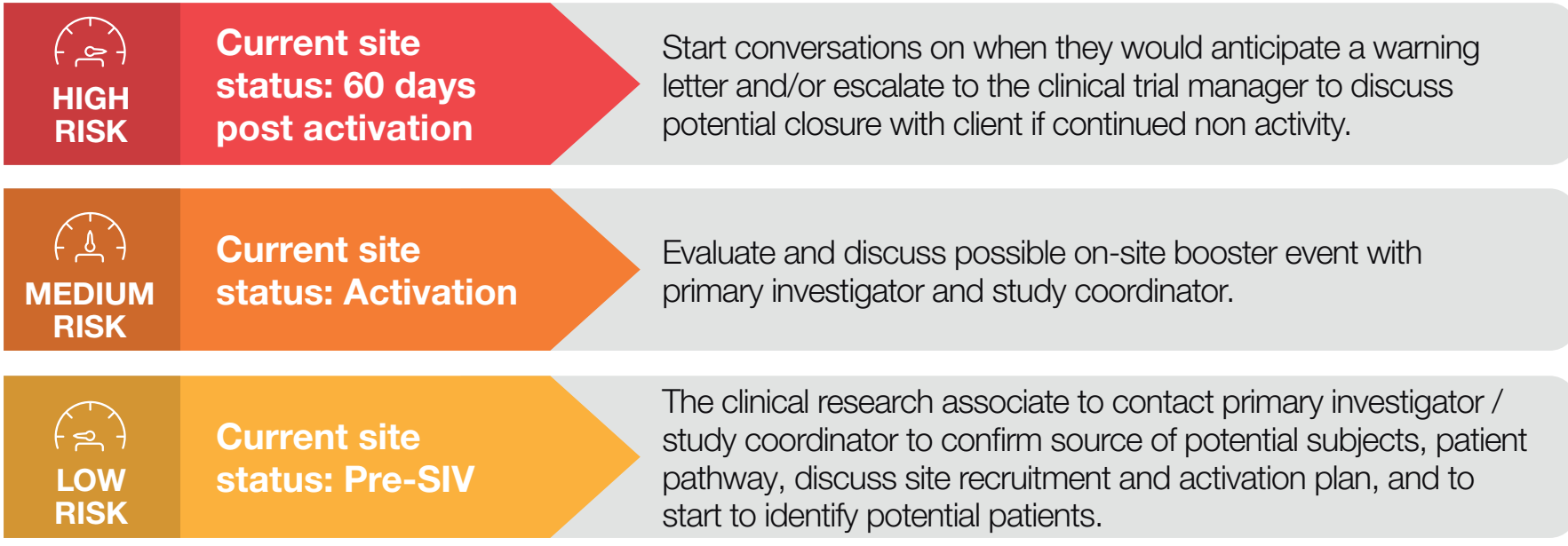
## 3 Proactively resolve issues

Automated issue detection and enhanced mitigation improve system monitoring, accelerating negotiations by nearly a month, reducing escalations and accelerating the contracting pipeline.



## 4 Focus on enrollment improvement efforts

Recruitment is crucial but inconsistent, with many sites underperforming or failing to enroll patients. AI enables early detection of enrollment risks, predicting issues before human recognition and guiding customized action plans to keep studies on track.



## 5 Modernize resource planning

AI-driven automation of resource forecasting boosts productivity and ensures accurate, timely data. Enhanced capacity predictions and redesigned, persona-based reporting streamline management and provide a comprehensive view.



## 6 Proactively re-forecasting enrollment activation for Phase I cohorts and Phase II-III studies

Machine learning, real-time data, and expertise give project delivery teams a more holistic approach to forecasting site activation and enrollment, enabling better recruitment updates, client discussions and mitigation strategies.

Simulation of different scenarios visualizing the impact of country delays on site activation and patient enrollments – new baseline / forecasting for patient enrollment for ongoing studies.

